



20 Questions guaranteed to fuel the fire that will drive you to greater business success!

	<u>Personal motivation</u>	
1.	What motivated you to start your business?	
2.	Why do you get out of bed every day to work in your business now?	
3.	What lifestyle are you hoping it will give you?	
4.	What do you want to bring to the world through your business?	
5.	If you had more time away from work, what would you do with it?	
6.	What do you want to be known for through your career?	
7.	What do you want to be seen as through your career?	
8.	What do you want your business to achieve for you financially?	
9.	Picture yourself at the end of your life telling your life story to friends / children / grandchildren. What do you want the part of that story relating to time away from work be?	

	<u>Business purpose and motivation</u>	
10.	Why does your business exist in terms of serving your customers?	
11.	What difference do you want your business to make in the world?	
12.	If you had more time to work "on" the business, what would you do with it?	
13.	What would you like more finance to fund within your business?	
14.	What do you want your business to be known for?	
15.	What do you want your business to be seen as?	
16.	Picture yourself at the end of your life telling your life story to friends / children / grandchildren. What do you want the part of that story relating to the business to be?	
	<u>Your role motivation</u>	
17.	What do you love doing in the business?	
18.	What are you good at doing in the business?	
19.	If you could change anything about your role, what would you change?	
20.	What do you see your "ideal" role as being in the business, i.e. when you are doing what you really want to be doing & working to the areas where your strengths really lie?	